ABSTRACT

A method and product for tracking, correlating, and analyzing a visitor's e-mail and website access and behavior. Tracking enabled e-mails and web pages with embedded communication software are used to capture and store a visitor's e-mail address in a cookie. A unique identifier is added to the cookie, and the cookie is imbedded in the HTML rendering component of the visitor's e-mail application and web browser, so that information from the visitor's access to e-mail and access to a website and behavior there can be stored and used between the two applications and analyzed by proprietary software.